

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Festival on the Green Subcommittee
Monday, September 16, 2013
5:00 pm**

Minutes

Present: Tom Birkenholz, Kim Bova, Millie Brosseau, Janine Callahan, Julia Callahan, Betsy Paterson, Rod Rock, Barry Schreier, Ilze Taylor

Staff: Cynthia van Zelm, Kathleen Paterson, Sarah Delia

1. Call to order

Betsy Paterson called the meeting to order at 5:00pm.

2. Public comment

There was no public comment.

3. Approve minutes of September 9, 2013

Tom Birkenholz made a motion to approve the minutes of September 9, 2013.

Julia Callahan seconded the motion.

The Minutes were approved unanimously.

4. Update on committee tasks

Music: Rod Rock updated the Committee on the music. Everything is all set. The musicians will arrive at 10:30am and start setting up. Kidsville Kuckoo Revue is playing at 1:00pm. Black Prairie will arrive at 1:30 and will do a sound check and will play from 2:30pm- 4:00pm.

Activities: Oak Grove Montessori dropped out of having an Activity booth, but is still marching in the parade. The EO Smith Music Department will take their booth.

There was a discussion about mini-pumpkins. **Ilze Taylor volunteered to purchase \$100 worth of mini-pumpkins from BJ's.**

Ms. Taylor also said that there are more inserts coming for the Partnership bags; she was asked to have them to the Partnership Office by Wednesday of this week so they could be stuffed into the bags before Friday.

Advertising: The Celebrate Mansfield Weekend brochure was in the Hartford Courant on Sunday, September 15. **Cynthia van Zelm, Kathleen Paterson and Rick Brosseau will appear on the Wayne Norman show on Thursday, September 19 at 7:00am.** All the ads will appear in the paper this week.

Art: Everything is set. Altrusa is confirmed to staff the Art Show all day. **Kim Bova is looking for a few more easels.**

Food: The food vendors are in excellent shape. Millie Brosseau reported that all vendors have their health permits.

Parade: Mr. Birkenholz passed out the Parade order; some revisions were made to the order. There are over 700 people scheduled to march in the parade. **Line up begins at 11:00am; the parade wranglers will report at 10:00am.**

Set-up: Nothing has changed since the last meeting. The Activity Booths will load in between 9:00am and 11:00am. The vehicles will need to keep moving; no parking is allowed in the Booth space. By 11:00am all vehicles must exit the Booth area.

Ms. K. Paterson passed out a cell phone list for the day of the Festival and asked members to write their down their phone numbers in case of implementation of the rain plan. The Rain Plan will go out tomorrow; **a decision on whether to implement the rain plan will be made on Saturday evening.**

Sponsors: Ms. van Zelm said that the new sponsor, the Nathan Hale Inn will have a booth.

Volunteers: Ms. K. Paterson said that she has heard from one sorority and one fraternity about volunteering. She also said that many groups will wait until the last minute to respond and let her know if they will be volunteering.

5. Celebrate Mansfield Weekend

The insert on Storrs Center went out in the Hartford Courant this past Sunday. The music is finalized for Friday. Funky Dawgz will play before and after Grand Opening, the rest of the schedule include the Conn Men at 1:00pm, the Earl MacDonald Jazz Quartet 2:15pm, Bruce John and the Bandaleros at 3:30pm and Poor Old Shine at 5:00pm. Dog Lane will be closed from 8:00am – 8:00pm for the Grand Opening and the musical performances. The Community Center is sponsoring Family Fun Night from 6:30pm – 9:30pm and StoDoArts is sponsoring the movie *Grease* at 7:30 in von der Mehden Hall.

On Saturday, the Whetten Walk will be at 12:00pm and will take one and a half hours. The Community Center sponsors a Free Mansfield Day from 12:30 – 3:30pm. There will be music at the Farmer's Market at 3:00pm. The Puppet Slam will have performances at 8:00pm and 10:00pm at the UConn Studio Theatre.

6. Review Supplies Needed List

Ms. K. Paterson checked in on the supplies that have been turned in so far. **Ms. Brosseau and Mr. Birkenholz will make arrangements to fill the coolers with ice before they arrive on Sunday morning.**

Ms. K. Paterson distributed the A-Frame signs and members picked up their t-shirts from the Downtown Partnership office before disbursing.

7. Adjourn

The meeting adjourned at 6:00 pm.

Minutes prepared by Sarah Delia